

January 13, 2010

Jeanne K. Magill Direct Dial: 262-200- 2017 jmagill@pabstfarms.com

Chairman Julius Genachowski Commissioner Meredith Attwell Baker Commissioner Mignon Clyburn Commissioner Michael J. Copps Commissioner Robert M. McDowell

Federal Communications Commission 445 12th Street, SW Washington, DC 20554

Re: GN Docket No. 09-191

Dear Chairman Genachowski and Commissioners:

There is much debate occurring around the consideration of "Net Neutrality" and the possibility of the FCC enacting rules that, for the first time in history, place regulations upon the Internet. In addition to the many loud voices of large companies and organizations with interest in this issue, I think it's important that the views of consumers are heard too – views of those who have benefitted from the exponential growth of the Internet and broadband technology and those who will continue to be more and more reliant on the use of it. But, most significant, it is consumers who will suffer most if the wrong policies are enacted.

I believe most of us take for granted all that goes into maintaining and managing the communications network as we access unlimited amounts of information on our computers, smart phones and other devices. The fact is that companies that operate the communications networks in this country and the Internet Service Providers that manage the flow of information invest billions of dollars to ensure that consumers are receiving the services they desire. Competition and choice in the communications marketplace is abundant. And, innovations and technological advances are occurring faster than anyone could have imagined only a few years ago. These investments and advancements have occurred in an environment free from government interference.

Pabst Farms Development Inc. 1749 Eastlake Drive Oconomowoc, WI 53066 Phone 262.200.2000 Fax 262.200.2050 Page Two January 13, 2010

It is clear that the market is working well and there is no evidence that suggests government needs to intervene by imposing regulations which will interfere with the management of these private networks. These private sector communications companies are investing billions to manage and enhance the integrity and reliability of the communications network. Imposing these regulations will put in jeopardy future investment and, therefore, the quality and reliance of the network will suffer.

I urge you not to impose these unnecessary "Net Neutrality" rules.

Regards,

Jeanne K. Magill

Jean ne & Magill

jkm